

REP HEADLINE# 6277915
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG14/12 12.1
*** WFLA-TV ***

ADV # ADV. NAME ISS/60 PLUS ASSOC. SENATE REP. # OFF. # SALESMAN #
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- MEGHAN MCGARR (H)
TOWSON, MD 21286

ORDER # CONTRACT # 6277915 CLASS: NATL. LOCAL REGIONAL

PRDCT 60 + ASSOCIATION (SE EST#1904 COMMENTS: (LINE, ORDER, INVOICE))

FLIGHT DATES AUG15/12 AUG21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 12.12

REP: NEW ORDER
TTL \$9,950 @6X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
60 PLUS ASSOCIATION - SENATE IDB #1021, TV INVOICES #9912736

8/14

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = AGENCY EST# = 1904
AGENCY PRODUCT CODE =

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600P-630P	30		\$2,000.00	8/15	8/16	2		W-TH	2
PROGRAM : 6P NEWS CON COM1 : 6P NEWS												
2			700A-900A	30		\$950.00	8/18	8/18	1		SAT	1
PROGRAM : SAT TODAY CON COM1 : SAT TODAY												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			600P-630P	30		\$1,000.00	8/19	8/19	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
4			600P-630P	30		\$2,000.00	8/20	8/21	2		M-TU	2
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
AUG/12 \$9,950.00												
CONTRACT TOTAL											\$9,950.00	
TOTAL SPOTS											6	

MARKET TOTALS \$34,050 WFLA 29% WFTS 25% WTSP 21% WTVT 16% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 9% CABL 0%

ACCURATE EXCEPT WTSP WHICH IS ESTIMATED.

SVC- NSI
 DEMOS- RA50+*

REP HEADLINE# 6277915
*** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG14/12 12.1
*** CHANGES *** ** WFLA-TV ***

ADV # ADV. NAME ISS/CO PLUS ASSOC. SENATE REP. # OFF. # SALESMAN #
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

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TOWSON, MD 21286

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FLIGHT DATES AUG15/12 AUG21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 12.13

REP: REVISION
UPDATED ACCURATE SHARES ON HDLN
TTL SAME
THANKS!
-BRIAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 1904												

NO BUYS TO PRINT

AUG/12 \$9,950.00

CONTRACT TOTAL \$9,950.00
TOTAL SPOTS 6

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:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

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DEMOS- RA50+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

60 Plus Association / Issue
 Submission Number 723 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: 60 Plus Association / Issue	Submission Cost: 9950	Campaign Ref: E:120814103
Buyer: ..	Client/Product/Estimate: . / /1904	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 08/26/12	Weeks: 2	Order Ref: 06277915
Est/PO Number: 06277915	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: 60 Plus Assoc / Senate	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
1	M-F 6p News ..WT...	02	2000	30 Comme	Nbr of Spots 2		2	4000
2	Sat 7a Today ShowS	02	950	30 Comme	Nbr of Spots 1		1	950
3	Sun 6p NewsS	02	1000	30 Comme	Nbr of Spots 1		1	1000
4	M-F 6p News MT.....	02	2000	30 Comme	Nbr of Spots 2		2	4000
Weekly Totals: Total Spots(Ord Spots)					4	2	6	

Grand Totals				Month 8 Weeks: 4			
Totals		08/13	08/20				
Spots	6		4				
Cost	9950		5950				

Grand Totals: Spots: 6 Gross Total: 9,950.00

Commission:	1,492.50
Net Total:	8,457.50